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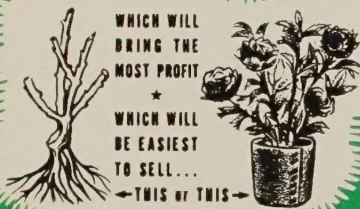
TECHNICAL INSTRUCTIONS FOR GROWING PLANTS IN CLOVERSET POTS



Patent 2073695

Cloverset Pots

*A Modern
Plant Container
for Nurseries and
Florists*



Birdseye view of Cloverset Flower Farm showing the Rose Gardens, the Greenhouses, the Pot Factory, the Rose Frames, the Perennial Frames and part of the Nursery Grounds

Ernest Haysler & Son

CLOVERSET FLOWER FARM

Manufacturers of Cloverset Pots

105TH STREET AND BROADWAY

KANSAS CITY,

MISSOURI



Makes Possible the Planting of Plants in Full Foliage and in Bloom Without Injury or Wilt to the Foliage or Blooms Anytime During the Spring, Summer and Fall

CLOVERSET POTS

THE POT FULL OF PROFIT FOR YOU

Obviously there is nothing new about putting plants in pots and growing them in pots. This has been done for centuries. We make no claims for originality in that respect and present our plant Pots for your consideration believing that we, after fourteen years of constant use, have developed a Pot that is the most practical yet offered to the trade and as compared to the clay pots generally used we are justified in making the following claims for our Cloverset Pots:

1. No loss from breakage.
2. Weight only 1/16th of the weight of same capacity clay pots.
3. Low price, may be given away with the plant.
4. Non-porous, only 1/2 as much water is required to sufficiently supply the plant.
5. Easy to remove from the plant by the purchaser.
6. Convenient to use by the grower.
7. Practical in shape with twice the soil capacity of same size clay pot.
8. Wide base prevents falling over in display gardens.

Cloverset Pots Are No Experiment

We have been using them successfully the past fourteen years and last year we sold over 750,000 of them to the Nurserymen and Florists all over the United States and we have received hundreds of letters telling us of their success with them. We now offer you these Cloverset Pots as a profitable operating

medium through which to market your Roses, Perennials, Vines and all small nursery stock.

Offer your nursery stock to your customers started and growing in Cloverset Pots in full foliage or in bloom, when it will look most attractive and bring the most money and, therefore, the most profit. Bring your business up to date with modern merchandising methods as employed by the grocer with his prepared foods ready to eat, the clothier with his suits ready to wear, the motor car dealer with his cars ready to enjoy. In every line of business the methods of doing business have been revolutionized during the last decade. Are you as a nurseryman keeping your business up to date, or are you still doing business as it was done 40 years ago?

Read This Booklet

This instruction booklet is presented to you to help you bring your business up to date, to sell better plants, to make you more profit, and to make better satisfied customers.

Good plants, proper soil and a suitable pot and proper care are the four essentials to good plants and satisfied customers. A cheap, poor, scrubby, poorly grown plant, in spite of all the care and coaxing it may receive, is still a scrub and will never be anything but a scrub, regardless of how much care thereafter given it. So, therefore, we emphasize the fact that first of all a good, strong, vigorous, well grown No. 1 plant is the key to success in growing and selling roses and other plants of every kind.

A Personal Message from . . . ERNEST HAYSLER

Cloverset Pots are the outcome of a desperate effort we made for several years to make our nursery pay us more than a bare living profit. In selling our stock as we did in the old-fashioned dormant way, we had only a few months in the spring and in the fall to do our entire year's business, and during that time we had as our competitors the ten cent stores, the cut-rate drug stores, all the department stores and even some of the grocery stores, who had pansies and many other kinds of plants in flats for sale in the spring. We first grew our roses, which were our main line, in clay pots, knocking them out of the pots when the sale was made. We could not get a clay pot large enough, within a reasonable price, to accommodate the plant because, due to the shape of a clay pot, down at the bottom where the roots need room no room was to be had. Then again, when we knocked the plant out of the pot the breakage on busy days was terrific. After years of experimentation, we hit upon the Cloverset Pot as we now offer it to you, at a price cheap enough so that it can be given away with the plant. It is made of material that will stand through one or two seasons on top of the ground, where it can be handled, examined and selected by the customers. Our pot has many advantages over the clay pot besides those enumerated above. While we first developed this pot for our own use, our success with it soon produced calls on us from our friends and neighbors for their supply, and the business has grown so rapidly that last year we sold 750,000 of these pots to nurserymen and florists throughout the United States and Canada, and we have made shipments of them to Venezuela and Brazil. We offer you these pots as a practical operating medium through which to market all of your small nursery stock, such as perennials, roses, vines, shrubs and fruit trees. In fact, we use these pots for all of our nursery plants except shade trees and evergreens, and we even use hundreds of them for the small evergreens, which are grown in these pots one season and then lined out in our fields.

(Signed) ERNEST HAYSLER.



Visitors Come Out to Enjoy Our Gardens at Cloverset



The crowds come and go all day

Growing Roses in Cloverset Pots

PREPARING THE SOIL

This subject is one that requires a great deal of experiment, and in spite of the twelve years we have been growing our plants in our Cloverset Pots, we are still each year making slight changes in the preparation of our potting soil. We find that if the soil is too rich we cannot get good root action immediately after potting, and if the soil is not rich we cannot get good growth during the growing season. Roses particularly require very rich soil, and while it is commonly considered that they appreciate heavy soil, we believe this is largely a mistake, and the soil must be light enough to be able to absorb and retain considerable quantities of moisture. We provide this condition by using good top pasture soil, adding about ten per cent peat moss and ten per cent shredded cow manure. This makes a fairly fertile soil, not too rich to retard root growth in the early Spring, but porous enough to absorb the fertilizer which we apply once each month during the growing season, and it also provides soil loose enough to retain the necessary moisture during warm weather.

SOIL ACIDITY

Considerable time and space is being taken up now in the flower and nursery journals about the Ph. or acidity of the soil. While it is generally conceded that roses do best in a neutral soil we are fortunately situated here in that respect as our soil shows by test to be practically neutral; but in other parts of the country very different conditions might exist, so we leave the question of acidity either below or above neutral to each of our friends for his own personal solving. A cheap soil testing outfit costing about \$1.50 might be very helpful and might save many disappointments.

WHEN TO START POTTING

We have always started potting our roses along about March 20th, which date we always considered to be late enough to be free from injury from late heavy frosts which so frequently come in this vicinity, and at the same time early enough to give us blooms for our Rose Show, which usually starts about May 20th. When potting time comes the important thing in our mind is to get our roses in the pots in a hurry, and with eight potters and ten helpers, we pot up and haul to our frames about two thousand roses per day, continuing this program 10 hours per day 7 days per week, never stopping until the job is finished.

As our roses usually arrive in February they are unloaded at the cold storage plant where they are kept in a temperature of 34 degrees until potting time arrives. We take the roses out of cold storage four cases each day (about 2000 plants) which makes a truck load, bringing them to our potting shed where the cases are opened, the roses cut back to about 6 inches above the union of the top and root (we use budded or grafted roses only) **and the roots cut back to about 8 inches long.** The soil having been ground very fine and all other supplies being ready, each plant is tagged and they are then ready for the potters.

USING CLOVERSET POTS

Our Cloverset Pots come nested ten in a stack. The stack is laid on its side and by pressing on the top of the pot causing it to collapse they may be easily removed from the stack. The pot is then straightened out so the tabs lie flat on the bench (we use fire shovels for handling the soil). The rose is then placed in the pot with the roots in as near natural position as possible and with the union or bud about one inch below the top of the pot, two or three shovels of soil are added, gently shaking the plant so as to allow the fine soil to fill in between the roots. We then begin to tamp the soil tight using a round stick for a tamper, and as the pot is filled with soil up to one inch below the top, it is shaped as near round as possible by the hands. Ordinary greenhouse flats are provided the potters, who tilt the pot slightly, slip the fingers under the bottom and lift it to the flat. This method of handling prevents the tabs from becoming out of place and the soil falling out. After the pots have been once watered there is no danger of the tabs at the bottom becoming disarranged or opening up as the wet soil will hold them in place thereafter. As the potted plants are now in flats, the flats are carried to our trucks and are on their way to our cold frames where they will be permanently located until sold.

OUR COLD FRAMES

Just north of our office on a southern slope of our nursery surrounded on all sides by an eight foot Arborvitae hedge for protection from the strong Winter and Spring storms are located our cold frames. In this inclosure (100 by 300 ft.) we have 50 frames, each 6 ft. wide and 27 ft. long, built up from 1 by 12 Redwood boards, with cement paths between. In each corner of each frame climbing roses are maintained on trellises and arbors for display during our Rose Shows.

Each of these frames holds 500 potted roses placed 10 across and 50 lengthways. Into these frames our roses are placed close together as they come from the Potting Shed.

FIRST WATERING

As soon as the frame is filled the pots are given a thorough watering and are then covered with a Burlap Blanket or sheet which cost \$3.00 each and are 8 ft. wide and 30 ft. long, providing a good hangover at both the sides and ends of the frame. (These Burlap Blankets can be secured from us or from any bag company.)

No further watering is necessary for the next three weeks (as keeping the roses too wet will retard root action) but in order to prevent strong winds from shriveling the tops before root action begins we spray the covers many times each day to provide a damp atmosphere for the tops and to induce the eyes to swell. In about three weeks the eyes begin to show green and then the covers are removed in the day time and replaced at night.

SPACING INSURES BETTER PLANTS

As soon as the leaves begin to show we begin spacing the plants, taking some out of each frame, moving them to our Display Garden. This process is continued all through the Spring to give them more sunshine and more air, also to prevent tap roots form-



Another view in our garden



After our parking space is filled we pack 'em along the highway



Each bed of roses carries a stake with name and price



Jack Clematis in Pots in Bloom easily bring \$1.00 each



See the stocky and symmetrical plants grown in pots

ing under the pots. Unless plenty of space is given the plants will not develop bushy and will become too leggy. We move every plant at least once every ten days to prevent rooting in the soil under the pot, which would cause it to wilt when sold and by moving them we can change position so all sides can enjoy the sunshine and produce a better plant and better blooms. By keeping all the roots in the pot we can move the plant without any signs of wilt any time during the hottest weather of the summer.

SPRAYING

Right now we begin to spray our roses with Clotracide and spraying is kept up once a week all during the season as long as the foliage remains green. Spraying, watering and feeding we consider as the three essentials to growing good roses and to neglect either will surely result in a great disappointment for when once insects or fungus diseases like Mildew and Black Spot get started they are hard to control.

FEEDING

We feed our roses every four weeks beginning as soon as the first bloom buds begin to show. We use a 4-12-4 commercial fertilizer, using one rounded tablespoon for each plant. In feeding it is advisable to go over the frame and thoroughly water each plant, then put on feed and then water again. In this way no burning of the white feeder roots will occur. Feeding is kept up all during the growing season till frost. During the hot weather of July and August a mulch of finely ground manure on the top of the pot will be a great help as well as a great water saver.

WATERING

Watering roses is perhaps the most exacting work to be done in the rose garden, especially when roses are grown in pots. In order that our roses may be lifted and sold any time during the Summer months we must not allow them to root under the pot in the bed. This means frequent moving around and keeping all the roots within the pot. Therefore, to furnish the proper amount of moisture in the pot requires great care. Roses require moist soil and will enjoy lots of water provided the water does not stand too long in the pots. (Our No. 2 Rose Pot is now provided with 1½-inch drainage.) Boggy soil soon shows its effect on the plants and great care must be exercised in that respect. They must be kept moist but never boggy.

We water every day during hot weather and 3 or 4 times per week during cool weather, filling each pot to the top, and as the roses are potted to leave one inch of pot above the soil line each pot will require about two quarts of water at each watering.

FILLING POTS WITH SOIL

During very windy or hot weather quick drying out will cause the ball of soil to contract and the pot will expand, leaving a little crevice all around the pot and when watering the water wastes away before it can be absorbed by the ball of soil. Then again when watering some of the soil is washed out of the pots. When this condition arises we mix ten pounds of fertilizer in a wheelbarrow of finely sifted soil and fill each pot to within one inch of the top. Then the water is put on which washes this soil and fertilizer down in the crevice above mentioned making it possible for the pot to hold water thenceforth until this same condition repeats itself. Careful use of the hose will greatly reduce this task.

WHEN WINTER COMES ALONG

After the Fall business is over and Winter comes along, our left-over Hybrid Tea Roses are removed from the pots, the soil shaken off of the roots, and they are tied in bundles of five and heeled in for the Winter. This we have found to be the easiest and safest Winter protection for them, although for several years here, we cut them back to 6 inches high, left them in the pots, piled the pots close together in our frames and covered them with hay. In most cases and in most Winters this Winter protection was sufficient, but we find that new soil is a great help to them and we believe that under the other system of Winter protection as outlined above, the roses will do better the second year if re-potted and, while the pots in most cases when carried through the Winter in the frames will be presentable, at the same time they do not give the roses the finished appearance that a new pot will give. Winter protection depends so much on conditions prevailing in different localities that it is hard for us to give any standard directions that will apply throughout the whole country. Around Kansas City, where we rarely have temperatures as low as zero, and then only for one or two days at a time, and where our Winters are very mild, the protection our stock needs is not a very serious question with us.

Our climbers are tied up with string and laid down on their sides in the frames and covered with prairie hay. We throw enough soil on the pots, which insulates them against sudden freezes and thaws, but we do not put any soil on the tops and we always have big, long six or eight foot canes for our next season's sales.

CLIMBING ROSES IN POTS IN BLOOM WITH 6 TO 8-FOOT CANES

Each year we pot up a large number of 2-year Climbing Roses which are cut back to 6 inches high and grown in our pots on through the Summer to provide our 3-year climbers for the following Spring. These Climbers grow canes 6 to 8 feet long and by laying them down in our frames and covering heavily with hay to prevent freezing back we offer them in the Spring in full bloom and they readily sell at \$1.50 each. We also have 30 varieties of 2-year Climbers at \$1.00 each. All our climbing roses are sold growing in our Cloverset Pots.

ROSES FOR WHOLESALE SALES

We have always had many calls each Spring from our neighbor nurserymen, particularly those who do not grow any nursery stock, for roses to be resold to their customers. There is usually considerable demand for cheaper roses along about Decoration Day, and to take care of this problem, we pot up a few No. 1½ roses in our No. 1 Perennial Pot. These No. 1½ roses are not offered to our regular rose customers, but they seem to be very welcome to those dealers who either cannot or think they cannot sell a No. 1 rose. No. 1½ roses, being very cheap, and the No. 1 pot, which is also cheap and requires very little soil, perhaps solve this question of providing cheaper roses than the No. 1 plants we offer our retail customers.

OUR ROSE SHOWS

By May 20th our roses are in full bloom and we put on our first Free Rose Show, using large display ads in the Sunday papers. By this time the cheap roses of the department and drug stores are off the market, and from the way our customers talk, two-thirds of them are dried up and dead so we are in a fine position to do some real rose business. By liberal advertising, calling attention to our BIG FREE ROSE SHOW we entertain thousands of visitors from this and other neighboring cities.

OUR FALL ROSE SHOW

Another Fall Rose Show in October brings another big rush in our sales and between these Rose Shows we try to interest our friends through our advertising in other Shrubs, Vines or Perennials that come in bloom during these periods. While our Summer sales do not compare with the Spring and Fall business, we have many visitors to our gardens and generally we pick up enough business during this dull season to more than take care of our overhead.

OUR ROSE GARDENS

We maintain two very beautiful Rose Gardens here at our nursery. They contain about two acres and are formally laid out with circular paths, fancy beds, dotted with climbing roses on trellises, specimen evergreens, shrubs and garden pottery. We also have large Rock Gardens and Perennial Gardens. These we maintain as our show windows and in these gardens we hold our Free Shows. In May we hold our first Rose Show, showing the Hybrid Teas as well as early blooming shrubs and perennials.

We had on display last Spring over 25,000 Hybrid Tea and Climbing Roses in 180 different varieties, every one growing and blooming beautifully in a Cloverset Pot, and the volume of business we handle during these shows is not surprising at all considering the beautiful display we make. Our gardens are maintained all Summer and Fall and our shows are kept up as long as the blooms are good, after which the roses are cut back and prepared for the next bloom crop and the next Rose Show.

GROWING PERENNIALS IN CLOVERSET POTS

Perennials to be a money making item to the florist and nurseryman must be handled quickly, and growing them in rows where the customer wastes much time in selecting the plants wanted, after which they must be dug, put in flats and taken to the work room to be tied up in paper, consumes so much time that there can not be any profit left for the grower. Having these plants growing in pots (potting them in the early Spring before the Spring rush begins) in cold frames where they can be lifted out and handled quickly during the busy season, will insure not



Another beautiful setting in our garden. Ladies' rest room in background



The public will come if you have something worth seeing



Visitors Always Enjoy our Gardens

only large sales but large profits, as perennials can so easily be grown from seeds into a marketable plant in such a short time and with so little labor that we consider our perennial frames as being one of the most profitable items of our business, and as an example of how easily and how quickly these plants can be handled when in pots, we cite a case that happened to us when one of our customers bought 56½ dozen perennials at \$2.50 to \$3.50 per dozen. The writer personally made the sale. Walking through the aisles this lady ordered these plants comprising about twenty-five different varieties. It required about thirty minutes to make the sale of nearly 700 plants. As this was a hurry job, the plants were lifted out of the frames and loaded in three trucks and in less than two hours' time after this lady arrived at our nursery three truck loads of perennials were on the way to her country home. Comparing this with the time it would have taken us to have dug these perennials with a ball of soil and wrapped every one of them easily proves the value of our Cloverset Pots in this line of plants.

We grow our hardy perennial plants as follows: In late March the seeds are planted in flats in our greenhouses. Along about May first the plants are large enough to transplant into two-inch pots, and by that time our greenhouses are rapidly being emptied of our bedding plants, giving us plenty of room. They are taken care of in these pots in the greenhouse until about June first, at which time our big perennial season is over and our outside frames are pretty well cleaned out. So about June first these plants are taken out of the two-inch pots and planted about six inches apart in the frames where, with an overhead watering system, they are taken care of during the Summer and Fall. When Winter sets in they are covered with hay and lattice frames over which tar paper is nailed to keep them dry during the Winter. Just as soon in the Spring as possible, along about March 15, we take them up with a ball of soil and put them in our No. 0 or our No. 1 perennial pot and they are set close together back in the frame from which they came, and there they grow throughout the Spring planting season, the rush of which is over about June 10. Any plants left over are then moved to empty frames in our large rose gardens where we have plenty of room for them as by that time most of our roses have been sold.

These perennials weigh about 4 lbs. each in No. 0 Pot and 9 lbs. each in No. 1 Pot, growing in our Cloverset Pots, and can be lifted, delivered and replanted without showing the slightest wilt to the foliage or blooms and without the slightest injury to the plant because the root system is not disturbed in any way. We not only give our customers better plants, but we give them plants that look more like they are worth the money, and we also give them plants that will not die due to transplanting. The purchaser can see the advantage of buying plants in pots and is a satisfied customer and will come back again.

This program is being used this year on 40,000 perennials in 80 different varieties, and we expect to sell every one of them during the busy season next Spring and Summer. Use Cloverset Pots and make bigger profits.

USE CLOVERSET POTS TO MODERNIZE YOUR NURSERY BUSINESS

No left-overs to throw away at the end of the planting season.
Cheap enough to be given away with the plant.
Help you get a better price, therefore, a better profit.
Help you go through the dull Summer season with a profit.
Bring your business up to date.

GROWING SHRUBS AND VINES IN CLOVERSET POTS

Cloverset Pots are especially adapted to growing shrubs. Not only can we sell these shrubs in full foliage and in full bloom during the blooming season, but having foliage on them they look much larger than they do as dormant plants. They again, as by our system all of our plants are growing on top of the ground, the plants look much larger than they really are.

We buy two to three foot shrubs which when planted in our pots look one foot taller. We start them off in these pots and we can sell them any time during the Spring, Summer or Fall season, and as we keep them growing on through the Summer, we always have larger and heavier shrubs for our Fall sales than we had in the Spring, and if any of them are left over when Winter sets in, they are laid down flat in the frame, covered with hay and next Spring set up again, when, due to their being established from the previous Summer's care, they are much more vigorous and better shrubs than they were the year before and they command an extra price on account of their size. All kinds



As the roses come out of the potting shed on their way to the cold frames

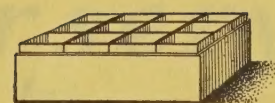


Looking at our office from the rose frames



165 Climbers in 30 sorts make a wonderful sight in June

Cloverset Superior Wood Plant Bands



Superior to Other Plant Bands Because, by an Ingenious Lock Fastening, They May Easily be Removed from the Plant Growing In Them Without Disturbing the Roots In Any Way.

Cost Only a Fraction of the Cost of Clay Pots and Will Do a Better Job of Growing Fine Plants Than Clay Pots.

In addition to our line of Cloverset Patent Asphalt Pots which are made in the large sizes comparable in soil capacity to 6-inch, 7-inch, 8-inch and 9-inch clay pots, we now offer our **Cloverset Superior Wood Plant Bands** in the small sizes, especially recommending them for use in growing Bedding Plants and Perennials as well as for all small greenhouse plants.

DIRECTIONS FOR USING CLOVERSET SUPERIOR WOOD PLANT BANDS

Set up the bands, which come knocked down or flat, and arrange them in any size nursery flat (flats may be purchased from us), then fill entire flat with soil. Seeds may be either planted directly in the bands or transplanted into the bands from flats. After being planted in these bands, same treatment as if planted in clay pots.

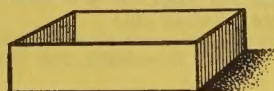
PRICES ON CLOVERSET SUPERIOR WOOD PLANT BANDS

Packed 500 or 1000 in a Package. We Do Not Break Packages.
PRICES F. O. B. KANSAS CITY.

SIZE IN INCHES		CORRESPONDING SIZE CLAY POT	WEIGHT PER 1000	PRICE PER 500	PER 1000 PRICE
No. 10—	1¾x1¾x2½" Deep	2¼ Inch	15 Lbs.	\$1.40	\$2.60
No. 20—	2 x2 x2½" Deep	2½ Inch	19 Lbs.	1.70	3.00
No. 30—	2 x2 x3 " Deep	2¾ Inch	21 Lbs.	1.75	3.20
No. 40—	2½x2½x3 " Deep	3¼ Inch	28 Lbs.	1.90	3.40
No. 50—	3 x3 x3 " Deep	3¾ Inch	30 Lbs.	2.00	3.70
No. 60—	3 x3 x4 " Deep	4 Inch	38 Lbs.	2.25	4.30
No. 70—	3 x3 x6 " Deep	5½ Inch	56 Lbs.	3.15	6.15
No. 80—	3½x3½x3 " Deep	4 Inch	30 Lbs.	2.40	4.00
No. 90—	4 x4 x3 " Deep	4¼ Inch	50 Lbs.	2.60	4.50
No. 100—	4 x4 x4 " Deep	4½ Inch	56 Lbs.	2.80	5.10

Small orders shipped by Express. Terms: 30 days, where a credit account is established. If you wish to open an account with us, send as reference the names of four wholesale concerns with whom you now carry an account and allow a few days extra time.

WHEN REMITTANCE IS MADE WITH ORDER DEDUCT 2% CASH DISCOUNT



LIGHT WOOD FLATS

We can also furnish light wood veneer flats proper size to hold 12 Cloverset Superior Plant Bands in the three smallest sizes listed above, viz: Size No. 10, 1¾x1¾ at \$2.50 per 100, or Size Nos. 20 or 30, 2x2, at \$3.00 per 100. These flats are especially useful where plants are sold by the dozen as when grown in these little flats they can be handled so easily and so quickly.

Small Bedding Plants such as Verbenas, Marigolds, Geraniums, Vinca Vines, Zinnias, etc., also vegetable plants such as

Tomatoes and Peppers can be handled quickly when grown in our Plant Bands because the bands are so cheap that they may be given away with the plant, saving time lost in knocking these plants out of clay pots and wrapping each one separately, to say nothing of the loss from broken pots, and when handled this way the plants will reach their destination in better shape than wrapped plants because the outside feeder roots will not be dry and dead.

THIS MEANS BETTER SATISFIED CUSTOMERS

We planted Hardy Phlox rooted cuttings out of sand May 20th in 2x2 Plant Bands and an equal number in 2¼ Clay Pots. On (July 15th), the plants in wood bands are 5 to 10 inches high while the plants in clay pots are 4 to 5 inches high. This great difference in favor of our wood bands is due to the fact that the

wood bands do not dry out as quickly as clay pots. A flat which will hold sixty 2¼ clay pots will hold seventy 2x2 plant bands, and as the plant bands make a square pot, a 2x2x3-inch Plant Band has the same soil capacity as a 2¾-inch clay pot and takes up only as much room as a 2-inch clay pot.

WE MAKE THE FOLLOWING CLAIMS FOR OUR CLOVERSET SUPERIOR PLANT BANDS

1. Cost practically nothing. (The 2x2x2½ band with same soil capacity as 3-inch clay pot costs less than one-third of one cent.)
2. Set close together, not only saving room but preventing fast drying out.
3. Being non-porous, they do not dry out as fast as a clay pot, even when spaced.
4. Pot is given away with the plant, saving much time and labor knocking plant out of pot.
5. No more broken pots.
6. No more pots to clean.

7. Better plants when they reach the buyer's home because the outside roots are not dry and dead, as is the case when plants are knocked out of clay pots and wrapped in paper.

8. Quicker handling of plants means less labor cost and more profit.

9. Better plants mean better satisfied customers, which means more business, which means more profit.

Try a few of our Cloverset Superior Plant Bands and be convinced that they offer many advantages and savings not here enumerated.

Ernest Haysler & Son -:- Cloverset Flower Farm

FLORISTS, NURSERYMEN AND MANUFACTURERS OF CLOVERSET POTS.

105th Street and Broadway

Kansas City, Missouri

Cloverset Superior Wood Plant Bands

Superior to Other Plant Bands Because, by an Ingenious Lock Fastening, They May Easily be Removed from the Plant Growing in Them Without Disturbing the Roots in Any Way.

Cost Only a Fraction of the Cost of Clay Pots and Will Do a Better Job of Growing Fine Plants Than Clay Pots.

DIRECTIONS FOR USING CLOVERSET SUPERIOR WOOD PLANT BANDS
Cut the bands, which come folded down or flat, and arrange them in any size nursery flat (flats may be purchased from us) and the entire flat with soil, plants may be either planted directly in the bands or transplanted into the bands from flats. After being planted in these bands, some vegetable or fruit plants may be planted in any pots.

PRICES ON CLOVERSET SUPERIOR WOOD PLANT BANDS
Packed 500 or 1000 in a Package. We Do Not Break Packages.
PRICES T. O. B. KANSAS CITY.

DEPTH IN INCHES	LENGTH IN INCHES	WEIGHT PER 1000	PRICE PER 1000
No. 10-12	12-14	12 Lbs.	\$1.40
No. 10-12	14-16	16 Lbs.	\$1.70
No. 10-12	16-18	21 Lbs.	\$1.75
No. 10-12	18-20	28 Lbs.	\$1.90
No. 10-12	20-22	30 Lbs.	\$2.00
No. 10-12	22-24	38 Lbs.	\$2.25
No. 10-12	24-26	46 Lbs.	\$2.45
No. 10-12	26-28	50 Lbs.	\$2.50
No. 10-12	28-30	58 Lbs.	\$2.80

LIGHT WOOD FLATS

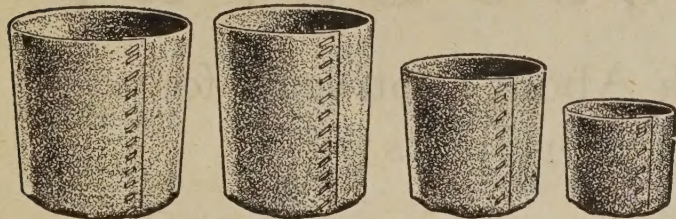
We can also furnish light wood flats, which are made of the same material as the bands, and are of the same size. They are very light and strong, and are used for growing plants in. They are also very cheap, and are a great saving in space. They are made of the same material as the bands, and are of the same size. They are very light and strong, and are used for growing plants in. They are also very cheap, and are a great saving in space.

THIS MEANS BETTER SATISFIED CUSTOMERS
Wood bands do not dry out as quickly as clay pots. A flat which will hold sixty 2x2 clay pots will hold seventy 2x2 plant bands. And as the plant bands make a square pot, a 2x2x2-inch plant band has the same soil capacity as a 2x2-inch clay pot and takes up only as much room as a 2-inch clay pot.

WE MAKE THE FOLLOWING CLAIMS FOR OUR CLOVERSET SUPERIOR PLANT BANDS
1. Better plants when they reach the buyer's home because the outside roots are not dry and dead as in the case when plants are knocked out of clay pots and wrapped in paper.
2. Quicker handling of plants means less labor cost and more profit.
3. Better plants mean better satisfied customers, which means more business, which means more profit.
Try a few of our Cloverset Superior Plant Bands and be convinced that they offer many advantages and savings not here enumerated.

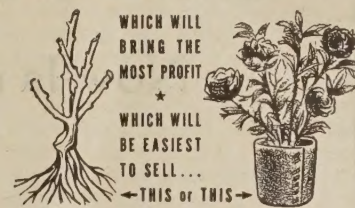
Modernize Your Nursery

Sell Your Nursery Stock Planted and Growing In



Patent No. 2073695

Cloverset Pots



Which would you prefer?

Offer your Nursery Stock to your customers planted and growing in Cloverset Pots in Full Foliage and in Full Bloom when it will look more attractive and bring the Most Money, therefore More Profit

BRING YOUR BUSINESS UP TO DATE WITH MODERN MERCHANDISING METHODS—As employed by the Grocer with his prepared food ready to eat—the Clothier with his suits ready to wear—the Motor Car Dealer with his cars ready to enjoy.

IN EVERY LINE OF BUSINESS—the methods of doing business have been revolutionized during the last decade. Are you as a nurseryman keeping your business up to-date? Or are you still doing business as it was done 40 years ago?

THIS CIRCULAR—is presented to you to help you modernize your business, to help you sell better plants, to help you make more profit, and to help you make better satisfied customers.

CLOVERSET POTS OFFER YOU THE FOLLOWING ADVANTAGES OVER OLD-FASHIONED CLAY POTS—

No loss from breakage. Weight only 1-16th of the weight of same capacity clay pots. Low price, may be given away with the plant. Non-porous, only ½ as much water is required to sufficiently supply the plant. Easy to remove from the plant by the purchaser. Convenient to use by the grower. Practi-

THE POT FULL OF PROFIT

cal in shape with 2 times the soil capacity of same sizes clay pot. Wide base prevents falling over in display gardens.

AND GREATEST OF ALL, your stock can be sold and safely transplanted without wilt of foliage or blooms any time from spring till freezing weather. No more expensive dormant plants need be thrown away after the spring planting season is over. If your potted plants are not sold in the spring you can sell them during the following summer and fall, or they can be carried over and be sold the following spring and summer and as they grow and develop in the pots they bring a greater price and profit.

CLOVERSET POTS ARE NO EXPERIMENT—They have been used successfully for the past fourteen years and last year over 750,000 of them were sold to the Nurserymen and Florists all over the United States and hundreds of letters telling us of their success have been received. We now offer you these Cloverset Pots as a profitable operating medium through which to market your own production of Roses, Shrubs, Perennials, Vines, Fruit Trees and all small nursery stock and for greenhouse use where a five inch or larger pot is needed.

STANDARD HEAVY CLOVERSET POTS

For the nurseryman who maintains a sales yard throughout the entire Spring, Summer and Fall and offers his goods in full foliage and, in season, in full bloom.

F. O. B. KANSAS CITY—Terms 30 DAYS: 2% DISC.—10 DAYS

PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

Orders for 300 pots or more take 1,000 pot price. Orders for less than 300 pots take 100 pot price.

No.	Height	Diam. Top	Bottom Diam.	Soil Capacity	Corresponding Size Clay Pot	Weight Per 100	Per 100	Per 1000
0	5 In.	5 In.	4½ In.	3½ Lbs.	6 In.	35 Lbs.	\$2.50	\$22.50
1	6½ In.	6 In.	5½ In.	9 Lbs.	7 In.	52 Lbs.	4.00	35.00
2	9½ In.	7 In.	6½ In.	15 Lbs.	8 In.	77 Lbs.	4.50	40.00
3	9 In.	8 In.	7½ In.	20 Lbs.	9 In.	88 Lbs.	5.00	45.00

No. 0 FOR PERENNIALS AND FOR GREENHOUSE USE. No. 1 FOR PERENNIALS. No. 2 FOR ROSES AND SHRUBS. No. 3 FOR LARGE SHRUBS AND TRANSPLANTING. CLOVERSET POTS TAKE 3RD CLASS FREIGHT RATE. PACKED 100 IN CARTON READY FOR USE. SAMPLE CARTON SHOWING ALL SIZES WILL BE MAILED ON RECEIPT OF 25 CENTS TO PAY MAILING CHARGES.

SPECIAL LIGHT CLOVERSET POTS

For the nurseryman who maintains a sales yard during only the spring selling season and the fall planting season and who does not maintain his sales yard throughout the hot summer months.

In addition to our regular line, as described above, we make three sizes of our Cloverset Pots out of a lighter material, they being No. 0, No. 1, and No. 2. When pots are wanted for only the Spring season's use, we think these light pots, which we call Special Light Cloverset Pots, will

be amply strong enough and durable enough for general purposes. They will be packed 100 in a carton and they weigh just one-third as much as the Standard Cloverset Pot. On these Special Light Cloverset Pots the following prices will be effective.

PRICES ON SPECIAL LIGHT CLOVERSET POTS

No.	Height	Diam. Top	Bottom Diam.	Soil Capacity	Corresponding Size Clay Pot	Weight Per 100	Per 100	Per 1000
0	5 In.	5 In.	4½ In.	3½ Lbs.	6 In.	15 Lbs.	\$2.00	\$18.50
1	6½ In.	6 In.	5½ In.	9 Lbs.	7 In.	18 Lbs.	3.00	27.50

No. 0 FOR PERENNIALS AND FOR GREENHOUSE USE. No. 1 FOR PERENNIALS.

SAMPLE CARTON SHOWING ALL SIZES WILL BE MAILED ON RECEIPT OF 25 CENTS TO PAY MAILING CHARGES.

We believe that the florists and nurserymen are finding our pots a great help in growing better plants which, being more attractive, bring a better price and, therefore, a better profit, and we know, from our own experience, that our pots enable us to sell our stock throughout the entire summer as it can be moved at any time, even during the hottest weather,

without any wilt of either the foliage or the bloom, since we do not in any way disturb the root system. All we ask is that you give our pots a trial, as we are sure they will please you, and at the low price we are quoting now, as listed above, they are cheap enough to be given away with the plant, which insures better satisfaction to your customers.

CLOVERSET POTS WILL HELP YOU GROW BETTER PLANTS

A plant grown in a Cloverset Pot means a better plant, which means a better satisfied customer, which means a larger business, which means more profit. Try Cloverset Pots. We promise you they will not disappoint you.

ERNEST HAYSLER & SON

--

CLOVERSET FLOWER FARM

105th Street and Broadway, Kansas City, Missouri

Clotracide Rose Spray

Now Is a Good Time to Think About Clotracide for
Spraying Roses and Other Plants



We Use It In Our Gardens

Clotracide has been used in our gardens here at Cloverset Farm for the past five years with splendid results and is used by thousands of Rose Growers all over the country

CHEAP IN PRICE

It is cheap in price and satisfactory in use.

EASY TO SELL

It is easy to sell because every gardner knows that constant spraying is necessary in growing any kind of fruit or flowers.

EASY TO USE

It is easy to use, just mix with water.

IT HAS EVERYTHING

It contains copper, the best known fungicide for the control of Black Spot and Mildew on roses.

It contains stomach poisons for control of leaf eating insects.

It contains sulphate of nicotine for control of Aphid (lice) and other sap sucking insects.

A COMPLETE 3 IN 1 SPRAY

It is a complete spray.

ATTRACTIVE PACKAGES

It is put up in attractive packages that retail for 50c for the 5 gal. size, 85c for the 10 gal. size, \$1.50 for the 20 gal size, and \$5.75 for the 80 gal. size.

IT MAKES YOU A FINE PROFIT

You can sell a package of Clotracide to every one of your rose customers and besides being efficient in its work and easy to sell it makes the dealer a fine profit.

TRY ONE CASE AND BE CONVINCED

Try out a case of Clotracide. It will not disap- point you.

PACKING

Packed 1 doz. kits of one size in a case.

DEALER'S PRICES—F. O. B. KANSAS CITY

\$.50 size costs you	\$.30	\$ 3.60 Per Case	Sells for \$ 6.00
\$.85 size costs you	\$.51	6.12 Per Case	Sells for 10.20
\$1.50 size costs you	\$.90	10.80 Per Case	Sells for 18.00
\$5.75 size costs you	\$3.45	Each	Sells for 5.75

Many nurserymen and florists sell Clotracide. Testimonials from users and dealers will be furnished if desired.

ERNEST HAYSLER & SON -:- CLOVERSET FLOWER FARM
105th Street and Broadway, Kansas City, Missouri



We make it easy for our customers to serve themselves



This garden is $\frac{1}{2}$ acre in area and has beds for 12,000 roses



The Home Place at Cloverset

of shrubs sold by us are grown in these pots. As soon as the heavy selling season is over, along about June 10, any shrubs unsold are put about 1 foot apart each way in our frames. We fill in shredded cow manure between the pots and three or four inches deep on top of the pots. This makes a fine mulch, protects them from drying out, gives them during the Summer a fine fertilization, fine growth and requiring very little water and care. There is always some demand for shrubs in landscaping work throughout the whole Summer, but in case too many shrubs of any one kind are left on hand after the planting season, the surplus may be planted in field rows to be repotted again the following Spring, in which case a much better and larger plant will be the result. We have no leftovers to throw away after the season is over which is the source of one of the greatest losses that come in the nursery business when handled in the old style way.

Shrubs can be bought very cheap in these small sizes and we sell our potted shrubs for 60 cents to \$1.00 each and we believe we get our share of the business. We are sure our customers are pleased with our stock because of the repeat orders we get.

All of our vines are grown in pots and are taken care of under this same system. **Use Cloverset Pots and make bigger profits.**

MAKING MONEY OUT OF FRUIT TREES BY GROWING THEM IN CLOVERSET POTS

While we do not solicit business for fruit trees in large quantities such as are required by orchardists, we work hard for small orders for fruit trees for home grounds.

All of our fruit trees are bought in the $\frac{7}{16}$ inch size which are most reasonable in price and which very soon after being potted take on full foliage and look very much larger than dormant trees of same size.

Most of the losses that occur in the little home fruit planting is due to the neglect of the trees during the first hot Summer months, due to their not being established when the hot weather arrives. By potting our trees in March and carrying them along in our frames they soon develop roots and soon begin to show fine growth at the tops. Planting them with the ball of soil largely prevents set-back in their growth and we have had very little complaint due to the trees not living.

Peach trees, cherry trees and Douglass pear trees will usually bloom the first season after planting in pots, and cherries and peaches will usually develop fruit during the second season if well fertilized and well watered during the first season, and it is a very common thing for us here to sell our cherry and peach trees with fruit on them. If, on the other hand, they are not sold during the Spring, Summer or Fall, they are carried over the Winter by laying them down in the frames, covering them with hay, to protect the buds from late Spring frosts, and the following Spring they are set up again to bring us 50 cents extra over the \$1.00 each which is our regular price for first year potted trees. The fact that we are able to sell these trees any time from March till Winter sets in gives not only ourselves quite an advantage in the way of business and profit, but it also gives the customer a chance to get a much better tree than he ever could get if he bought the trees dormant, and by growing them this way we do not have any left overs to throw away after the planting season is over.

Selling fruit trees in bloom and with fruit on them is simply following the trend of the times which is to furnish the customer a finished product ready to enjoy the day it is purchased.

Gooseberry and currant bushes, as well as grape vines and rhubarb bring 25 and 35 cents each in pots, and are easy to sell at these prices.

LET THE PEOPLE KNOW

Don't be afraid of the cost of your Newspaper Ads. Every one reads newspapers and in newspapers, especially the Sunday papers, they expect to find your ad. Tell them what you have, tell them to come out and see your stock. Prepare your show-grounds and your stock so you will be proud of it yourself and you will not be disappointed with results. No kind of ad is as cheap as your ad in your Sunday paper. Advertise Free Shows. People like free things, and take our word for it, they will drive out to see you, and if your stock is worth the money they will buy it.

We believe that although every market in every line is over-run with cheap, shoddy, worthless goods, that there is a crying demand for finer, better-grown nursery stock and we believe that stock better displayed means better profits.

Our New Cloverset Perennial and Florist's Pot No. 0

This new No. 0 Cloverset Pot is five inches in diameter at the top, four and one-half inches at the bottom and five inches high and has about the same capacity as a six-inch clay pot.

We will grow most of our perennials in this pot and we will use it in our greenhouses for growing those plants that were formerly grown in four, five and six-inch clay pots. We will ask our customer to serve himself, and when a dozen plants are selected, the customer pays the cashier, and the plants go to his car. This will save us time and expense of carrying the plants back to our work-room, knocking them out of the clay pots, wrapping each plant separately in paper and tying them up six in a bundle as has been our habit in the past, and we think the saving of time will be more than the cost of the pots. By giving the pot away with the plant the customer is sure to get

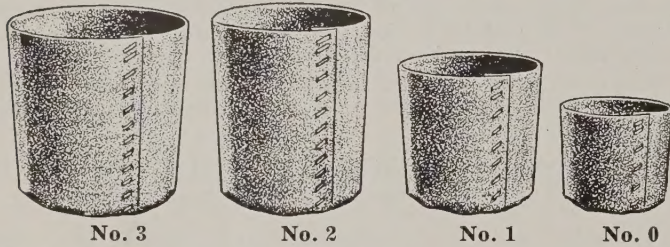
the plant home in better shape, and as plants like geraniums bloom best when pot-bound, we will ask our customer to tear off the top half of the pot and plant the bottom half which will have a tendency to keep the plant more or less pot-bound, and produce better blooms and a better plant.

During our busy season here TIME is the one big expense we have, and any saving in the labor costs in handling our goods fast as we do on those busy days, is a big item with us, and we think this new system of handling our plants will not only greatly please our customer, but will effect a great saving for us.

Try out a few of these pots. We promise you they will not disappoint you.

Price: \$2.50 per 100 in lots less than 1000; \$22.50 per 1000 packed 100 in carton ready for use.

SIZES AND PRICES ON CLOVERSET POTS



No. 3

No. 2

No. 1

No. 0

Cloverset Pots are made in four sizes and in two different weights of material, primarily to supply the Florist and Nursery trade where large capacity pots are required. Due to the shape

of our pots a much larger soil capacity than clay pots can be obtained. Our No. 0 in 5 in. top diameter has same soil capacity as 6 in. clay pot. Our No. 1 Pot, six inches top diameter, has soil capacity comparable to seven inch clay pot. Our No. 2 Pot, seven inches in diameter, has soil capacity comparable to eight inch clay pot; and our No. 3 Pot, eight inches in diameter, has soil capacity comparable to nine inch clay pot. They are constructed according to our exclusive design which provides ample drainage and are made of tough asphalt coated laminated waterproof fibre stock. These pots, closely riveted so that they will stand much handling, are shipped to you in cartons of 100 each for immediate use. For prices, see below.

NOTE: Cloverset Pots are not made in the small sizes under five inches in diameter at the top.

STANDARD HEAVY CLOVERSET POTS

For the nurseryman who maintains a sales yard throughout the entire Spring, Summer and Fall and offers his goods in full foliage and, in season, in full bloom.

No.	Height	Diam. Top	Bottom Diam.	Soil Capacity	Corresponding Size Clay Pot	Weight Per 100	Per 100	Per 1000
0	5 In.	5 In.	4½ In.	3½ Lbs.	6 In.	35 Lbs.	\$2.50	\$22.50
1	6½ In.	6 In.	5½ In.	9 Lbs.	7 In.	52 Lbs.	4.00	35.00
2	9½ In.	7 In.	6½ In.	15 Lbs.	8 In.	77 Lbs.	4.50	40.00
3	9 In.	8 In.	7½ In.	20 Lbs.	9 In.	88 Lbs.	5.00	45.00

No. 0 FOR PERENNIALS AND FOR GREENHOUSE USE.
No. 1 FOR PERENNIALS.

No. 2 FOR ROSES AND SHRUBS.
No. 3 FOR LARGE SHRUBS AND TRANSPLANTING.

Orders for 300 pots or more take 1,000 pot price.
Orders for less than 300 pots take 100 pot price.

SPECIAL LIGHT CLOVERSET POTS

For the nurseryman who maintains a sales yard during only the spring selling season and the fall planting season and who does not maintain his sales yard throughout the hot summer months.

In addition to our regular line, as described above, we make two sizes of our Cloverset Pots out of a lighter material, they being No. 0, and No. 1. When pots are wanted for only the Spring season's use, we think these light pots, which we call Special Light

Cloverset Pots, will be amply strong enough and durable enough for general purposes. They will be packed 100 in a carton and they weigh just one-third as much as the Standard Cloverset Pot. The following prices are effective:

No.	Height	Diam. Top	Bottom Diam.	Soil Capacity	Corresponding Size Clay Pot	Weight Per 100	Per 100	Per 1000
0	5 In.	5 In.	4½ In.	3½ Lbs.	6 In.	15 Lbs.	\$2.00	\$18.50
1	6½ In.	6 In.	5½ In.	9 Lbs.	7 In.	18 Lbs.	3.00	27.50

No. 0 FOR PERENNIALS AND FOR GREENHOUSE USE. No. 1 FOR PERENNIALS.

Sample Carton Showing the Complete Line in All Sizes Will be Mailed on Receipt of 25 Cents to Pay Mailing Charges.

F. O. B. Kansas City. Terms: 30 Days, 2% Discount 10 Days. Prices Subject to Change Without Notice.
Cloverset Pots take 3rd class freight rate. All Cloverset Pots are packed 100 in carton, ready for use. We do not break cartons.

Orders for 300 pots or more take 1,000 pot price.
Orders for less than 300 pots take 100 pot price.

CLOTRACIDE — THE COMPLETE SPRAY

(Name Registered U. S. Patent Office)

Clostricide is a combination spray primarily developed for roses but equally effective on all plants.

CLOTRACIDE IS ECONOMICAL TO USE. IT IS ONE OF THE LOWEST PRICE PER GALLON SPRAYS ON THE MARKET



ients. No additional spreader or soap needed, either in soft or hard water. Clostricide leaves very little residue on foliage and practically no discoloration.

Clean, Healthy Foliage is essential to grow good roses and other plants. Spray often, spray regularly, spray thoroughly, and keep your plants clean and healthy.

We have been using Clostricide exclusively in our rose gardens, in our perennial frames, in our nursery and in our greenhouses for the past four years. Our rose gardens are sprayed at least once each week and after every rain. Our roses are practically free from black spot or mildew and they have leaves down to the top of the pot. We use it on our perennials and in our nursery with equally satisfactory results.

Clostricide is available in four sizes:

The Small Size.....Price 50c	The Large Size....Price \$1.50
Makes Five Gallons	Makes Twenty Gallons
The Medium Size....Price 85c	Nursery Size, 1 gal. Can., \$5.75
Makes Ten Gallons	Makes Eighty Gallons

Complete directions for its use on each package. Packed 1 dozen cans in case. Dealers discount in case lots 1/3 % off.

In addition to Copper, which is the best known fungicide available, Clostricide contains other toxic substances and poisons together with the added essential spreading and wetting ingred-